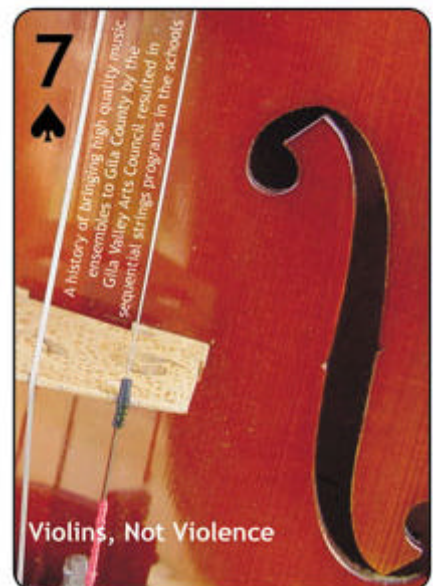
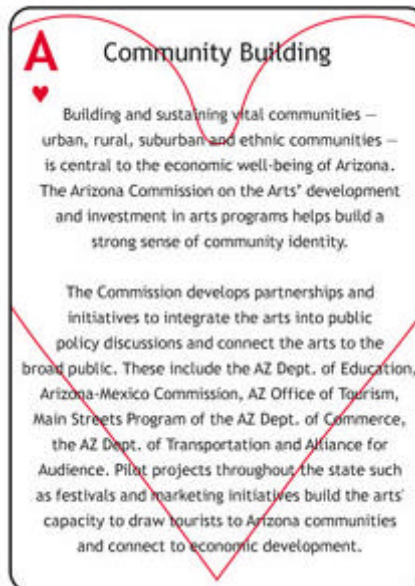


Arizona Commission on the Arts *State and Local Partnerships*



Community Cultural Inventory



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State and Local Partnerships

The Arizona Commission on the Arts is funded by the State of Arizona and the National Endowment for the Arts. These state and federal dollars are catalytic to private funding; they strengthen the partnerships between the public and private sectors in support of the arts.

The State and Local Partnerships Division works with state, regional, and local entities to conceptualize, research, design and implement programs for organizations and individuals that have a long-term impact in underserved, urban, rural and emerging communities; and to develop programs and resources that impact the work of the local arts agencies around the state. The Division manages the Commission's cultural tourism, economic development, and international initiatives.

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About the Program

The Community Cultural Inventory (CCI) is a tool to help towns, cities and counties gather information about cultural resources that are currently available in the community and about future opportunities. Trained consultants work with community leaders to determine the most effective plan in each individual case. Previous CCIs have collected information through surveys and/or public meetings with artists, arts organizations, government officials, business leaders, educators and other interested citizens. At the end of the project, the consultant produces a detailed written report that summarizes the information collected and provides recommendations for next steps. CCIs throughout Arizona have been the catalyst to create a community cultural plan or an effective local arts agency. Any government entity or non-profit organization that is prepared to lead the CCI process may apply to the Commission for support.

What's Inside

What is a CCI?	Page 1
Samples	Page 3
Additional Information	Page 6
Web Resources	Page 8
Application Information	Page 11

What is a CCI?

A Cultural Community Inventory provides a community with a planning tool for the development of its cultural resources.

What is culture? In a Community Cultural Inventory, it is defined with a broad stroke. Culture is what gives a community its identity and meaning. It takes many forms, including how we adapt to our natural environment; the institutions we create to express our social and political beliefs; the performing and visual arts, literature, crafts and hand work; and how a community expresses its beliefs, celebrates itself, and shares festivities. Culture is the societal glue that holds us together.

How Does it Work?

Community Cultural Inventories engage people in a community in a dialogue about their shared culture, with the assistance of a consultant/facilitator. Groups of people are identified by leaders in the community to discuss questions of the following nature:

- How do you define your community's culture?
- What are our strengths?
- What's missing?
- How can we best develop our cultural resources?
- Where should the leadership to develop cultural resources come from?

How Long Does it Take?

A Community Cultural Inventory takes up to 2 1/2 days in a community. It is designed to best fit the dynamics of each community, but generally, the following format is followed:

- Several months before the Inventory, the facilitator meets with community sponsors to plan the on-site logistics, and to develop strategies for involving the community.
- During the on-site aspect, residents are invited to a Town Hall meeting to hear about the Inventory process and to provide feedback to the facilitator on the community's culture. This is usually an evening meeting, lasting two to three hours.
- Facilitator meets with groups of key community leaders, segmented in various groups, such as Business, Education, Arts and Cultural, Recreation, Local Government, Media, etc, and asks a series of questions about how each sees the community's culture, its strengths, gaps, opportunities for development, leadership for the development, etc. These meetings can last up to a day and a half. Each group meets for about an hour.
- In a final session lasting 2 to 3 hours, either on the evening concluding the discussion groups, or the following day, the facilitator presents his/her findings to all interested, and from there, a Vision or Strategy is recommended, as part of the facilitator's report. This session can last two to three hours.
- At the initial planning meeting, the facilitator will work with the community sponsors in designing a format that will best fit the community.

What is a CCI?

How are these groups organized?

The sponsoring community organizes the meetings. Usually, a letter is sent out explaining the Community Cultural Inventory to various individuals, inviting them to attend a session on a particular date/time. These letters are sent out at least a month prior to the on-site meeting.

News releases are sent to media, and other ways of publicizing the Inventory are encouraged.

The sponsoring group is responsible for setting up the meetings, contacting and reminding the individuals involved, finding a convenient location for the meetings, and organizing the logistics for the on-site Inventory.

Enclosed with this information are samples of letters, media releases and time lines for the Community Cultural Inventory.

What happens after the Inventory?

The facilitator provides the community with a written report outlining how the community defines its culture, what resources exist in the community, suggested directions for the future, and other information and recommendations. The report includes an Executive Summary that can be disseminated in the community.

Often the facilitator will formally present the report to the City Council. This report is often used as a planning tool in forming policies and determining direction for cultural development.

What is the cost?

The Arizona Commission on the Arts pays the bulk of the costs of the Community Cultural Inventory, with the sponsoring community providing a small percentage towards the Inventory, usually between \$100 and \$300.

Samples

Sample Press Release

The (name of sponsor with town/city) invites residents, the business community and community organizations to participate in an inventory of (the town's/city's) cultural resources to help and develop vision for arts and cultural environment. The Community Cultural Inventory dates are (dates of CCI).

(Consultant's Name), a consultant on the Arts Commission on the Arts' Peer Consultant Roster will facilitate the focus group meetings to gather information from community residents on the strengths and gaps in (town's/city's) cultural offerings and services.

From these gatherings, (Consultant's Name) will provide a written report from which (town/city) may plan future arts and culture programs.

The Community Cultural Inventory provides a community with a listing of its resources, as well as a direction for how a community might develop its cultural future. Culture is used in the broadest sense, encompassing everything from individual artistic expression to parades, rodeos, festivals, performances and even the visual look of the community.

The public is invited to get involved in the focus groups by calling (phone number). Focus groups will take place at (location), at (time).

For more information, please contact (contact name, town/city, phone and email). Sponsors of the Community Cultural Inventory are the Arizona Commission on the Arts and (sponsor).

Samples

Sample Time Line

- (Date) Selection of a consultant/facilitator
Application to the Commission
Planning Meeting with the facilitator.
- (Date) Surveys to Community Cultural Inventory participants, interested residents, city council and town/city staff
- (Date) Surveys returned and tabulated by consultant
- (Date) Open Forum meeting
Usually 7PM-9PM
- (Date) Focus Group meeting/interviews
- | | |
|-----------|-------------|
| 8AM-9AM | Group One |
| 9AM-10AM | Group Two |
| 10AM-11AM | Group Three |
| 11AM-12PM | Group Four |
| 12PM-1PM | BREAK |
| 1PM-2PM | Group Five |
| 2PM-3PM | Group Six |
| 3PM-4PM | Group Seven |
| 4PM-5PM | Group Eight |
- (Date) Presentation on Community Cultural Inventory Report
Usually 7PM-9PM on a week night or
9AM-11AM on a Saturday morning

SUGGESTED FOCUS GROUPS

Arts/Culture/History
City Staff/City Council
Agriculture/Nature/Environment
Business Community
Media
Tourism Leaders/Chamber of Commerce/Main Street Program
Schools/Colleges
Neighborhood Associations/Senior Centers
Service Organizations
Youth/Schools

Samples

Sample Focus Group Questions

The facilitator will fine tune these questions for each community after the planning meeting.

How would you define the culture of this community?

What are the community's cultural strengths?

What current opportunities exist for cultural activities in this community?

What would you like to see added to the community that is currently unavailable?

What are the obstacles to further cultural involvement in this community?

How would you describe this community's political, economic and social culture?

Where do you see the leadership for this community's cultural direction coming from?

Additional Information

Characteristics of a Healthy Community

Strong sense of place and respect for physical environment

Strong sense of common identity and purpose

Strong networks of safe public spaces which encourage group interaction

Diverse choices for leisure-time activities

Community members address the causes and consequences of crime

Open to change and diversity

Respect both the rights of individuals and collective action for community good

Respect for local history and hopeful for the community's future

Self-aware, critical, celebratory community members

Strong patterns of cooperative decision making

Public participation in civic affairs

Opportunities for fulfilling and adequately paying work

Well used public channels and processes to manage conflicts and take action

Community members recognize connections with other communities, people and places

Author: Bill Flood, 1999

Additional Information

Tourism

Tourism provides an opportunity to experience Arizona's diverse natural, cultural and recreational resources.

The state's rural and Native American communities are excellent for experiencing the emotional bonds, intellectual understanding and recreational renewal that can greatly enrich quality of life.

Such experiences can help people gain a senses of place, a stronger sense of history and national identity and encourage them to take greater responsibility for protecting their culture and heritage for future generations

Author: Arizona Council for Enhancing Recreation and Tourism (ACERT), 2000

For resources with tourism, contact the Arizona Office of Tourism. www.azot.gov.

Web Resources

Arizona Commission on the Arts

www.azarts.gov

Arizona Commission on the Arts - Peer Consultant Roster

www.azarts.gov/consultantroster

National Endowment for the Arts

www.nea.gov

Americans for the Arts

www.artsusa.org

Arizona Corporation Commission

www.cc.state.az.us

Arizona Corporation Commission (Filing Forms for 501 (c) 3 status)

www.cc.state.az.us/corp/filings/forms/packets.htm

Arizona Citizens for the Arts

www.azcitizensforthearts.org

Arizona Department of Commerce

www.azcommerce.com

Arizona Humanities Council

www.azhumanities.org

Arizona Office of Tourism

www.azot.gov

Arizona State Library

www.lib.az.us

Listing of Local Arts Agencies in Arizona

www.azarts.gov/locals/listing.htm

Listing of Local Arts Agencies in the United States

ww2.americansforthearts.org/scriptcontent/index_members_search.cfm

Southwest Arts Conference

www.azarts.gov/SWAC

State of Arizona

www.az.gov

Notes

Notes

CCI Application

You may download the Community Cultural Inventory Application. It is strongly recommended that organizations read the ACA Community Cultural Inventory Booklet and discuss their intent to apply with a Commission staff person before submitting a formal application.

The Community Cultural Inventory application is available online at:
http://www.azarts.gov/consultantservices/doc/cci_application.doc

If you have any questions, please contact Jaya Rao, Accessibility & State and Local Partnerships at 602-771-6532 or jrao@azarts.gov.

**This document is available in
alternative formats by contacting the
Arizona Commission on the Arts at 602-771-6501**